

### **What is claimed is**

1. A plastics film composed of rigid polyvinyl chloride as backing film for a single- or multilayer, adhesive-bondable sleeve label which can be applied by adhesive bonding and shrinking onto a peripheral surface of a cylindrical body, wherein the plastics film has been stretched in the machine direction of a calender, and has a positive heat shrinkage of from about 40 to 60 %.
2. The plastics film as claimed in claim 1, wherein perpendicularly to the machine direction of the calender the negative heat shrinkage of the plastics film is from about 0 to 10 %.
3. The plastics film as claimed in claim 1, wherein perpendicularly to the machine direction of the calender the plastics film has a positive heat shrinkage of from about 0 to 2 %.
4. The plastics film as claimed in claim 1, wherein the heat shrinkage in that direction of the plastics film running parallel to the machine direction of the calender takes place over a period of 15 minutes at a temperature of from about 115 to 125 °C.
5. The plastics film as claimed in claim 1, wherein the heat-stretching value for the plastics film perpendicularly to the machine direction of the calender is about zero.
6. The plastics film as claimed in claim 2, which has, perpendicularly to the machine direction of the calender, a negative heat shrinkage of from about 0 to 10 % over a period of about 5 minutes at a temperature of from about 115 to

125 °C.

7. The plastics film as claimed in claim 1, whose thickness is from about 22.5 to 66  $\mu\text{m}$ .
8. The plastics film as claimed in claim 1, whose width is up to about 2010 mm.
9. The plastics film as claimed in claim 1, wherein the number of holes with a diameter of from about 2 to 6 mm is smaller than or equal to about ten per 1 000  $\text{m}^2$  of film surface.
10. The plastics film as claimed in claim 1, wherein the number of holes with a diameter of from greater than about 6 to 50 mm is smaller than or equal to about five per 1 000  $\text{m}^2$  of film surface.
11. The plastics film as claimed in claim 1, which has been calendered and stretched longitudinally, that is in the machine direction of a calender, and which has been transversely set during the longitudinal stretching.
12. The plastics film as claimed in claim 1, which is glass-clear.
13. The plastics film as claimed in claim 1, which has been colored white.
14. The plastics film as claimed in claim 1, which comprises a lubricant for improving its processability.
15. The plastics film as claimed in claim 11, whose upper or lower side comprises a metallizing layer composed of aluminum or of another metal or of a metal

alloy, said metal or metal alloy selected from the group of copper, brass, bronze and alloys thereof.

16. The plastics film as claimed in claim 7, which is a monofilm whose thickness is about 50 or about 60  $\mu\text{m}$ , the thickness tolerance in each case being  $\pm 10 \%$ .
17. The plastics film as claimed in claim 7, whose thickness is about 25, about 35, or about 37  $\mu\text{m}$ , wherein in each case a protective covering film composed of rigid polyvinyl chloride, with a thickness of about 25, about 20, and, respectively, from about 10 to 20  $\mu\text{m}$  has been applied by lamination to the upper side of the plastics film.
18. A process for producing a plastics film composed of rigid polyvinyl chloride, which is calendered and heat-stretched, which comprises undertaking the stretching in the machine direction of the calender, and changing the dimension of the plastics film longitudinally by from about 40 to 60 % of the length of the unstretched plastics film.
19. The process as claimed in claim 18, wherein, during the heat-stretching in the machine direction, the plastics film is set transversely.
20. The process as claimed in claim 19, wherein the plastics film is transversely set via application under pressure to transport rollers over which it is passed.
21. The process as claimed in claim 18, wherein a transverse heat shrinkage of from about 0 to 10 % of the width of the unstretched plastics film is established via the thermal stretching in the machine direction, that is the longitudinal direction of the plastics film, and the transverse setting of the plastics film.